



March 2021

**Colorectal
Cancer
Awareness
Month Toolkit**

March is Colorectal Cancer Awareness Month

Colorectal Cancer Awareness Month was established in 2000 as an annual opportunity to raise awareness about the disease and focus on research into its cause, prevention, diagnosis, treatment and survivorship. The goal is to support those affected by colorectal cancer and encourage health-promoting behaviors like getting screened, staying active and eating a balanced diet. According to the Centers for Disease Control and Prevention (CDC), among cancers that affect both men and women, colorectal cancer is the second leading cause of cancer-related deaths in the United States and is one of the most common cancers in men and women. Colorectal Cancer Awareness Month begins on March 1st and ends on March 31st.

Radio Ads

Colorectal cancer is the second leading cause of cancer-related death in Wyoming, but is almost entirely preventable with appropriate screenings. Screening finds polyps so they can be removed before they turn into cancer. If you are over 50, get screened for colorectal cancer. Screening saves lives. It could save your life. For more information, contact Wyoming Cancer Resource Services at (Phone Number). Funded by the Wyoming Department of Health.

March is colorectal cancer awareness month and is a good time to get your screening. Colorectal cancer is one of the most common cancers in both men and women and is also one of the most preventable. Regular screening starting at age 50 can help detect cancer early, which is when colorectal cancer is most treatable. To see if you're eligible for a free colorectal cancer screening, contact the Wyoming Cancer Resource Services at (Phone Number). Funded by the Wyoming Department of Health.

Print Ads

Wyoming Cancer Program

Colorectal Cancer Screening

Colorectal cancer is the second-leading cause of cancer death in the U.S.

Can be prevented or detected at an early stage

Talk to your doctor about cancer screenings

Are you eligible for a free screening?

Who may be eligible?

- Anyone aged 50 years or older, or
- Anyone with a previous diagnosis of colorectal cancer

And:

- A household income at or below 250% of the Poverty Guidelines
- Be a Wyoming resident for at least 1 year

122 West 25th St., 3rd Floor West · Cheyenne, WY 82002
1.800.264.1296 · wdh.cancerservices@wyo.gov
www.health.wyo.gov/cancer

For more information, contact the Wyoming Cancer Program at 1.800.264.1296.

Social Media Posts

Today marks the beginning of Colorectal Cancer Awareness Month. It's the second leading cause of cancer death for men and women combined, but there are ways to lower your risk: <http://bit.ly/2Fjfs7t>

Did you know that there are several screening options for colorectal cancer? Some can even be done from the comfort of your home. Talk to your doctor to learn more about getting screened: <http://bit.ly/2H1dla2>

A colonoscopy is only one of several screening tests for colorectal cancer. Some can even be done from the comfort of your home at a low cost. Talk to your doctor to learn more about getting screened: <http://bit.ly/2H1dla2>

Screening for colorectal cancer can raise a lot of questions. This fact sheet from the CDC can help you start a conversation with your doctor: <http://bit.ly/2FiERhN>

Thinking about getting screened for colorectal cancer, but not sure which test is right for you? This helpful booklet covers some of the most common tests: <http://bit.ly/2Tlb2u8>

Colorectal Cancer Awareness Month is a great opportunity to brush up on your knowledge of risk factors and symptoms of colorectal cancer. Get informed: <http://bit.ly/2D2g27i>

Colorectal cancer doesn't always display symptoms, but be sure to see your doctor right away if you do show any of these symptoms: <http://bit.ly/2M3MVDv>

"Treatment is most effective when cancer is found in its early stages." Journalist and cancer survivor Joan Lunden explains why it's so important to get screened: <http://bit.ly/2vjsWnc>

Think a colonoscopy is the only way to get screened for colorectal cancer? Think again! Here's an overview of the many screening tests available. Talk with your doctor to see which is right for you: <http://bit.ly/2QDcZG3>

You may be at risk for colorectal cancer if you have a personal history of polyps, inflammatory bowel disease, certain genetic syndromes or a family history of colorectal cancer. Read more and talk to your doctor about getting screened: <http://bit.ly/2H1KuCu>

Screening can prevent colorectal cancer, or detect it early, by finding polyps so that they can be removed before they turn into cancer. In this PSA, Meryl Streep talks about getting screened: <http://bit.ly/2oKp5ov>

We could save an estimated 203,000 lives by 2030 if 80% of adults were screened as recommended for colorectal cancer. How does your state measure up? <http://bit.ly/2Rk05C5>

"If I hadn't been screened, I wouldn't have been able to see my son go off to college, or enjoy this next chapter of my life with my wife and family." Learn more about Robert's story about getting screened for colorectal cancer: <http://bit.ly/2VHYwwp>

239 Wyoming residents were diagnosed with colorectal cancer in 2018. Colorectal cancer is preventable with proper screenings. To see if you qualify for a free screening, contact the Wyoming Cancer Program. Click [here](#) for contact information.

Videos

Colorectal Cancer Early Detection: <https://www.youtube.com/watch?v=k7N8k-CPWQM>

Screen for Life: Meryl Streep: <https://www.youtube.com/watch?v=exzTSQtNPiY&feature=youtu.be>

Other resources

[Comprehensive Cancer Control Plan Colorectal Tip Sheet](#)

[National Colorectal Cancer Roundtable Resource Center](#)

[CDC Colorectal Cancer Resources](#)

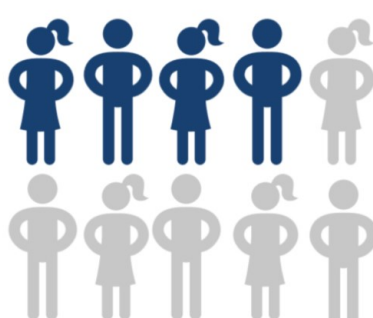
Infographics

Colorectal Cancer: Catching it Early

Colorectal cancer is the second most commonly diagnosed cancer in both men and women in the U.S. (Centers for Disease Control and Prevention). Routine screening can help prevent colorectal cancer or find it at an early stage, when it's smaller and easier to treat.



90% 5-year survival rate if found early. (American Cancer Society)



39% Diagnosed at an early stage partially due to low screening rates. (American Cancer Society)

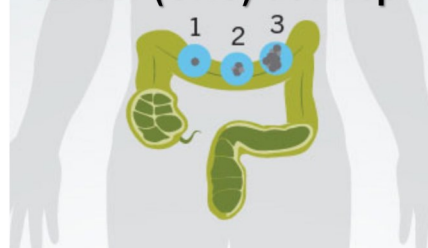


Wyoming
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How does colorectal cancer (CRC) develop?



- 1 Most CRC begins as a non-cancerous growth called a polyp that forms on the innermost layer of the colon or rectum. Some polyps can become cancerous
- 2 As a CRC tumor develops, it grows through several layers of tissue
- 3 Eventually the tumor may reach nearby lymph and blood vessels, and may even spread to lymph nodes and distant sites in the body

American Cancer Society. Colorectal Cancer Detailed Guide. <http://www.cancer.org/acs/groups/specialty/documents/2019a/colorectal001096.pdf>



2021 Colorectal Cancer Screening Guidelines for men and women at average risk



Ages 50 - 75

Men and women should complete a stool-based test yearly or receive a colonoscopy every 10 years. Speak with your primary care provider about which screening is best for you.

Ages 76 - 85

Speak with your primary care provider about whether you should continue colorectal cancer screenings.

Ages 86+

Colorectal cancer screening is no longer recommended.

Testing Options

- Stool-based tests look for signs of cancer in a person's stool.
- Visual exams such as colonoscopy or CT colonography, look at the inside of the colon and rectum for polyps or cancer.
- The important thing is to GET SCREENED!

All positive stool-based tests results should be followed up with a visit to your primary care provider about colorectal cancer screenings.

For more information visit health.wyo.gov/cancer

MARCH IS
**COLORECTAL CANCER
AWARENESS MONTH**

THE FACTS



During 2021, colorectal cancer cases are expected to cause

52,980 DEATHS

SOURCE: American Cancer Society

But there is

GOOD NEWS

Over the last several decades, the death rate for colorectal cancer has been **DROPPING** for both

MEN & WOMEN.

The most likely reasons for this are:

- ☒ Screening has helped **detection** of polyps for earlier removal
- ☒ Treatments have **improved** over the years

**REDUCE
YOUR RISK**

Regular screenings
[especially after 50]



Maintaining a body mass index of 18-25



Exercising daily



Eating a healthy diet
rich in fiber



Quit smoking



Limiting alcohol:

- 2 drinks daily for men
- 1 drink for women

